



The
Marketing
Academy
Australia

Scholarship

FAQs

How long has the Scholarship Program been running in Australia?

9 years

How can I find out who's been through the program?

You can view all the Australia Scholarship Alumni [here](#)

What does the program entail exactly?

You can download the entire outline of the program [here](#).

When does the program actually start?

The program begins on 19th March 2023 and kicks off with a four-day residential 'Boot Camp' in Sydney. The program runs until the end of November 2023.

How much time will a delegate be expected to invest?

To get the most out of the program all delegates should expect to invest about 15 working days of time to attend 3 'boot camps', virtual campus events (workshops, lectures and keynote sessions), up to 8 mentoring sessions and regular coaching sessions. In addition there may be time outside of work where you prepare for mentoring or coaching sessions or to share your learning within your teams or externally.

***COVID-19 Update: Attendance to the Bootcamp events is mandatory however the safety of Scholars, Speakers and The Marketing Academy Team is of paramount importance. If the planned 'in person' events are deemed unsafe during 2023 due to COVID-19, then they will be held in virtual format.**

What are the 'Boot Camps' and do delegates have to attend them?

The 3 Boot Camps are intense, immersive and residential events, attended by the entire cohort of 30 delegates, and are packed with learning, speakers and workshops. The first, a 4-day event, takes place from 21st March to 24th March 2023, inclusive, the second is on the 19th, 20th and 21st July 2023 and the third takes place 13th & 14th November 2023. Attendance at the Boot Camps is mandatory* and selection in the program is reliant on applicant's ability to attend.

How much does the program cost?

Nothing, it's completely free (except your expenses – see next question)

The 2022 Marketing Academy Australia is sponsored by Google, Commonwealth Bank of Australia, Salesforce, IAG, Dentsu KFC and Deloitte Digital and the entire content of the program is delivered by exceptional people who volunteer their time, knowledge and expertise on a pro bono basis.

Once the program begins, who picks up the tab for travelling costs etc?

We're a non-profit organisation and therefore unable to contribute to any expenses incurred by delegates while travelling to mentoring meetings, coaching sessions, or learning events. This cost must be met by the delegate or their employers. The Boot Camps will require overnight accommodation (a total of 6 nights) which must also be paid by the delegate or their employer (we try to keep costs to a minimum).

Are the employers expected to give the successful delegates 15 days full paid leave to take part in the program?

In our experience employers appreciate the level of development our programs provide and tend to be extremely generous in giving delegates time off to take part. However, some employers may require delegates to take some of the time as holiday or unpaid leave.

What happens if the delegate changes employer during the program?

We believe that the learning curve of a new company wouldn't mix well with the intense experience of attending the program, therefore we reserve the right to terminate the place on the program if delegates move company during the program.

NOMINATIONS

Once I've nominated someone, will I be informed of their progress?

If your nominee is awarded a place then you'll be one of the first to know. Furthermore we'll keep you updated over the course of the year with what they're up to. You are also welcome to join The Marketing Academy Community groups on [LinkedIn](#) and [Facebook](#) which we regularly update with what's going on.

Will the person I've nominated be informed of my identity?

Not by us, because your nomination will be kept confidential. Ultimately, we leave it up to you to share your decision to nominate. For many reasons we recommend you give you 'nominee' some warning before you nominate them.

Do I have to be the nominee's boss to nominate someone?

No. You can nominate whoever you chose, be it a member of staff / colleague, subordinate, boss, peer, supplier or client. You can nominate someone at an agency or business that you've worked

with and have been very impressed by or any great marketer who you feel is a rising star. The bottom line is that your nominee must fulfil the selection criteria.

What if the nominee is a freelancer marketer or is contracting?

Unfortunately the criteria for selection requires the nominees to be 'employed' and they would therefore be rejected from the process at Stage One.

Can I wait until just before the nomination portal closes before I nominate?

Technically the answer is 'yes' but you will put your nominee at a disadvantage. The nomination portal closes on 2nd December 2022 and the application deadline on 16th December 2022 and nominees don't receive the Invitation to Apply (which tells them HOW to apply) until they've been nominated. It can then take a lot of thought, time and resource for a nominee to put together the 3 part application. So, the earlier you nominate the more time your nominee has to design and submit their application.

Can I nominate myself?

No. To be eligible for an 'Invitation to Apply' you will need to be nominated by someone who considers you worthy of a place. We will not accept self-nominations and the nomination portal is regularly cross checked and verified so it's honestly not worth the embarrassment of being caught out!

Can I nominate more than one person?

You can nominate as many people as you like just be aware that they will be competing against each other for a place on the program. We strongly recommend that you only nominate the absolute best as we need your help in making the selection, so please nominate individuals that meet the selection criteria.

What happens after I enter my nominee's details on the website?

After you've nominated through the 'nominate now' page on our website, you'll receive an email confirming receipt of your nomination. Your nominee will be sent all the details they need in order to apply for a place.

What is the selection criteria?

We're looking for:

- Between 10 and 20 years in a marketing or agency role*
- Currently in a leadership role
- Highly ambitious to further career in marketing leadership, aspiring to board roles
- Demonstrates commitment to career with evidence of results and achievements
- Evidence of commitment to broadening horizons, such as world travel or further education
- High emotional intelligence & natural drive to succeed
- Interests in charitable, social, cultural, creative or sporting endeavours
- Employed on a permanent (not freelance) basis in Australia or New Zealand with no risk of resignation for the duration of the program.

*Please note: We have Scholarships available for individuals who do not have a 'classic' marketing background. Those who have demonstrated exceptional potential as natural marketers or who have shown outstanding entrepreneurial ability or exceptional achievement in the face of adversity will be considered.

We support diversity, inclusion and equality in every context and firmly believe that everyone, irrespective of race, ethnicity, sexuality, gender or religion, should have the same opportunity to fast track their careers and learning via our programs.

SELECTION PROCESS

How does the selection process work?

As soon as you have entered your nominee's details on the website the nominee will receive an 'Invitation to Apply'. The nominee is invited to apply by submitting a full CV, an Employers Endorsement Form and a two minute 'Showcase Me' before the application closing date of 16th December 2022.

To be awarded a place on the program nominees need to complete three stages of a competitive selection process;

Stage 1 The Application – submit a 3 part application (by 16th December 2022)

Stage 2 The Pitch – 10 minute pitch and 15 minute Q & A (30th Jan – 10th Feb 2023)

Stage 3 The Interview – 90 minute face to face* interview with the selection panel (27th Feb – 10th March 2023)

***COVID-19 Update: The safety of our applicants, judges and The Marketing Academy Team is of paramount importance. If the planned 'in person' interviews are deemed unsafe during 2023 due to COVID-19, then they will be held in virtual format.**

What's an Employer's Endorsement?

To continue through the selection process it's essential we receive evidence of employer's support of the nominee's application in written form. An 'Employer's Endorsement Form' is supplied with the 'Invitation to Apply'. Employers are asked to outline why they feel their employees should receive a place on the program and to confirm that they will enable their employee to invest a minimum of 15 days to the program if awarded.

What is a Showcase Me?

As part of Stage 1 of selection all nominees have the opportunity to showcase their skills, express creative talent and fully demonstrate why they should be selected for a place on the program in digital format. The only criteria is that the Showcase Me must take no more than two minutes to read, watch, look at or listen to.

Where will the Pitch and Panel Interviews take place?

In Sydney and Melbourne.

When will the successful delegates be informed?

We'll be announcing the Australian cohort of the 2023 Scholarship Program no later than 13th March 2023. If you have read the 'Guide to The Marketing Academy Australia 2023 Scholarship Program' and still have a question then please email michaela@themarketingacademy.org

ADDITIONAL INFORMATION

COVID-19

While we are doing everything we can to ensure the program is delivered in full, the current global pandemic related to COVID-19 has created some minor challenges as we re-adjust and plan some components of the Scholarship program. Please note safety is our top priority and we ask that our scholars be flexible as we manage unprecedented times yet our desire and passion to bring together the marketing community. We commit to continued communication throughout 2023 as the AUS market continues to change.

What happens if I'm looking for a new job?

We believe that the learning curve of a new company wouldn't mix well with the learning's of the Scholarship program. Therefore we reserve the right to terminate the Scholarship if you move company during the 9 month program.

What happens to the nominees who aren't selected for a Marketing Academy Scholarship?

We share free or discounted learning opportunities with the nominee's who aren't selected for a Scholarship.